



**EAST STROUDSBURG UNIVERSITY**

# **Enrollment Update**

Faculty Senate  
April 4, 2022

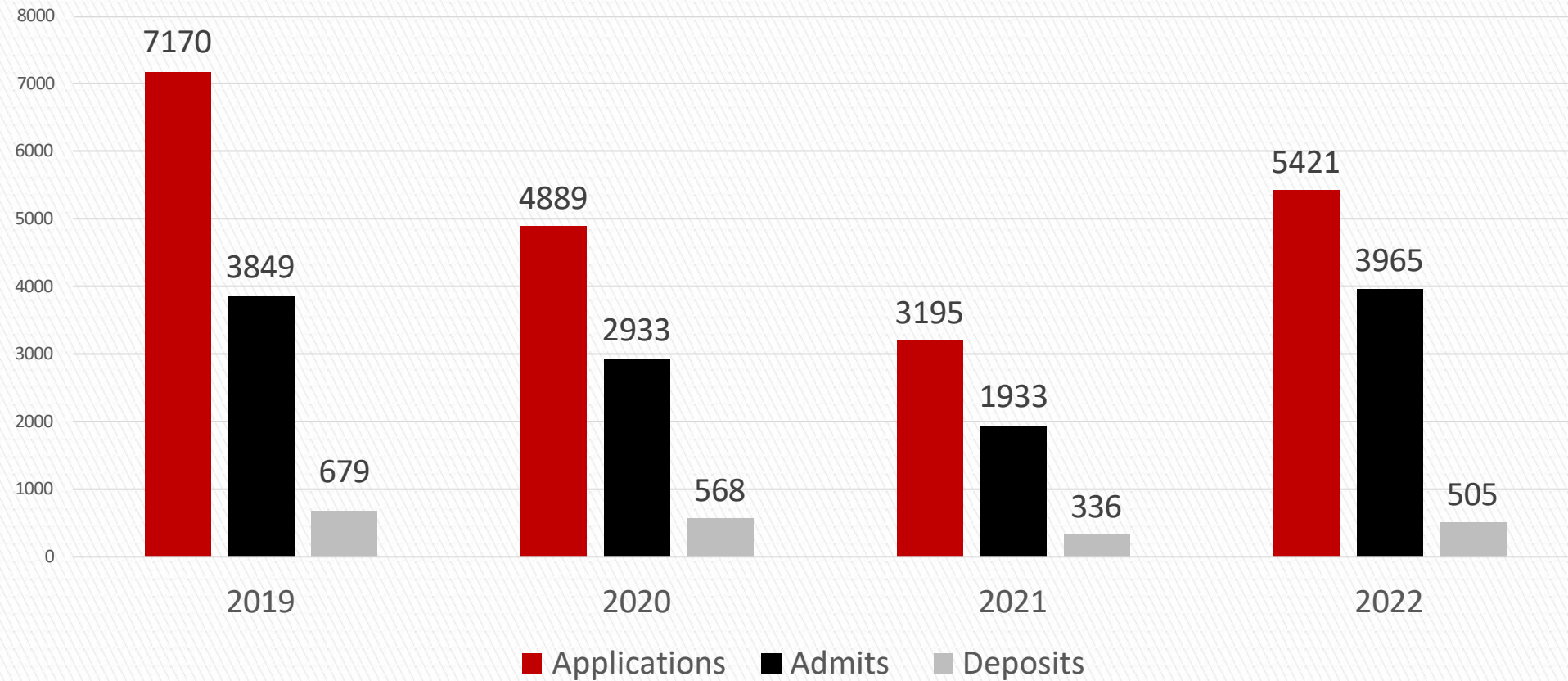
# Fall 2022 Enrollment \*

Student Type	Fall 2021	Fall 2022		
Undergraduate	Headcount	Headcount	N	% Change
First-Year	298	335	37	12.4%
Transfer	62	62	0	0.0%
Readmit	29	11	-18	-62.1%
Continuing	766	634	-132	-17.2%
<b>All</b>	<b>1,155</b>	<b>1,042</b>	<b>-113</b>	<b>-9.8%</b>

Graduate	Fall 2021	Fall 2022	N	% Change
First-Year	7	6	-1	-14.3%
Continuing	69	90	21	30.4%
<b>All</b>	<b>76</b>	<b>96</b>	<b>20</b>	<b>26.3%</b>

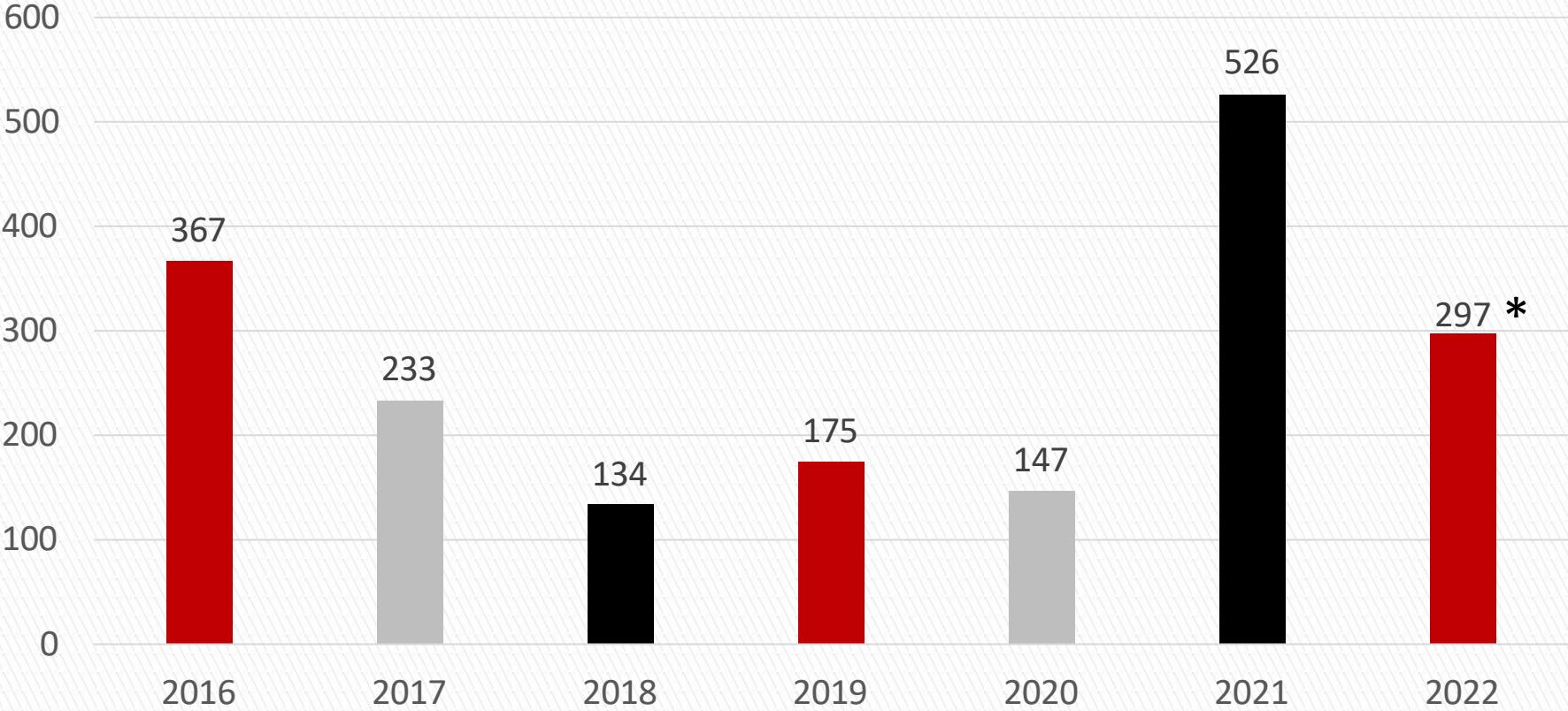
\* Data as of April 4, 2022

# Fall 2022 First-Time Students \*



*\* Data as of April 4, 2022*

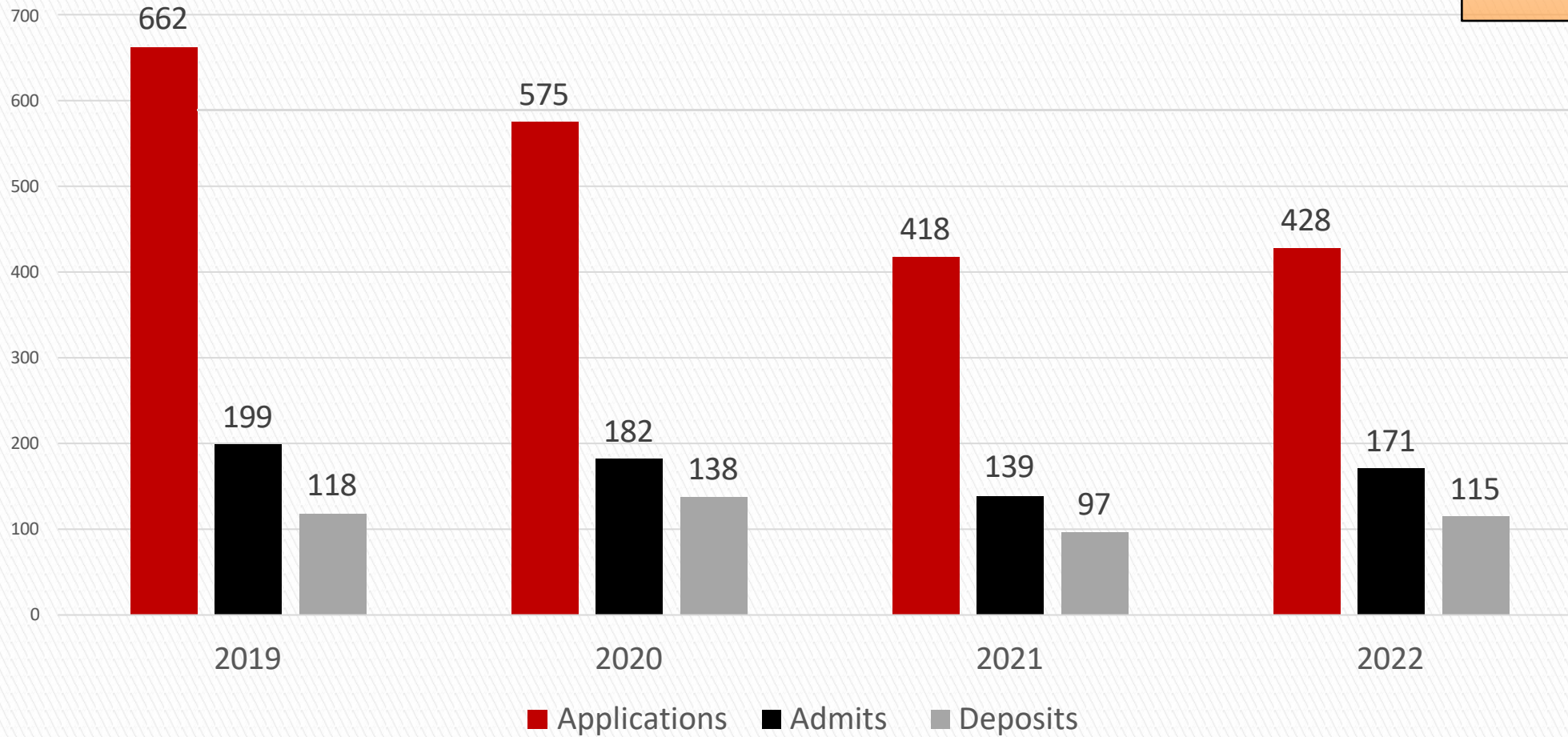
# East Stroudsburg University - High School Visitation



*\* 2022 data as of March 28, 2022*



# Fall 2022 Transfer Students \*



**\* Data as of April 4, 2022**

# New Personnel

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- **Stanton Estwick, Assistant Director of Transfer Recruitment**
  - **15 visits scheduled since he started in March**
- **Clarissa Maldonado, Assistant Director of New Student Orientation**
  - **Assisting with:**
    - **Warrior Induction Weekend**
    - **Family Weekend**
    - **Homecoming**

# Other Recruitment Activities

- **Open House – Saturday, April 9<sup>th</sup>**
  - (354+ registered with guests 1000+)
- **Honors program – invited 973 students to join the Honors Receptions on Saturday**
- **ESU Campus Day – Saturday, May 21<sup>st</sup>**
  - (50 students, 155 guests)
- **ESU posters to area high schools and community colleges**



# Additional Scholarships in March

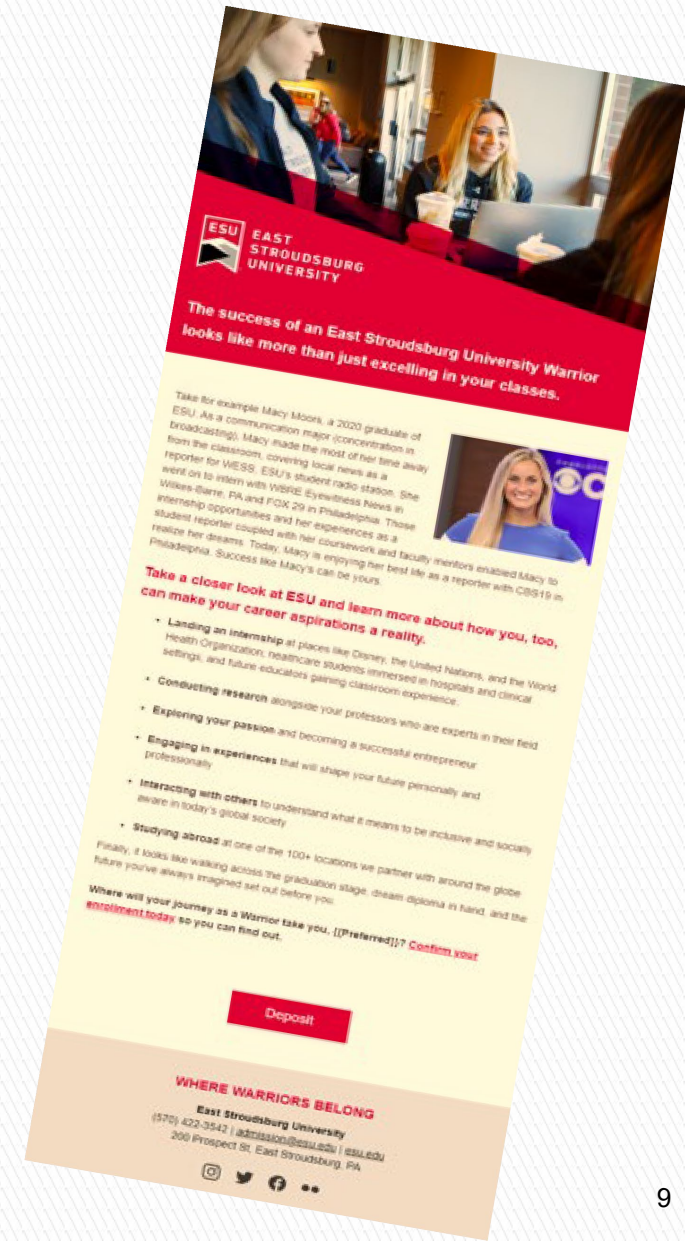
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- **Repackaged 3,900 students for additional scholarships**
- **\$400 additional Pell funds to Pell-eligible students in April**
- **Banner upgrade needed before additional Pell can be added**

# Yield Campaign

## Carnegie-Dartlet

- 15 yield messages in development
  - (2 completed – 1 in production)
- Personality survey dropped in March 262 completed
- Yield postcards – 1 in-state, 1 out-of-state





# Recruitment Call Campaigns Underway

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- **Faculty Ambassadors**
- **Scholarship Repackage**
- **Pell eligible students – enrollment fee**

# New Student Orientation

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- **NSO Committee**
- **Initial invites to register for NSO dates dropped Friday**
- **Interviews underway for NSO leaders**
- **Extensive training with assistance from Campus Life and Inclusive Excellence**
- **Additional time with faculty vs. previous year**

# Spring Retention Efforts

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- **Final CARES fund disbursement spring 2022**
- **Register Now! Event – April 27-28**
- **Summer marketing campaign**
- **Call campaign to students with mid-term 'E' grades**